

Racing Signs

O F A M E R I C A

Rockingham Park
Race Track File

August 17, 1988

Mr. John Connolly, Special Media
Philip Morris, U.S.A.
120 Park Avenue
New York, NY 10017

Dear Mr. Connolly:

An exciting new advertising opportunity exists at Rockingham Park in Salem, New Hampshire. The enclosed material details the advantages and rates for diorama advertising at Rockingham Park.

Commencing on October 1, Rockingham will be making available to advertisers backlighted dioramas (approximately 5' by 8') at selected locations at the track. Advertisers for each diorama will also be allotted two 25 word messages on Rockingham's electronic message board every racing session.

We will be calling you in the days ahead to schedule an appointment to review this opportunity with you.

With best wishes,

Sincerely yours,

Barbara A. Hafer

Barbara A. Hafer
Director of Marketing

BAH/nt
Enclosures

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